

FREQUENTLY ASKED QUESTIONS – Please download this document and keep it to hand in order to save yourself time. 90% of your questions will be answered here. If your question is not answered here, please ask on the Q & A inside the course.

Q. Can I launch my Shopify store during the free trial?

A. No. You can build out your store, add products, edit the settings and add free apps from the app store, but until you upgrade from the free trial to a paid plan, you cannot make your store live for others to see, and you cannot start selling.

Q. Can I have more than one free trial?

A. Yes, you can have as many as you like. If you want another free trial at the end of the first one, simply go to shopify.com and register again. You can even use the same email address. Note that you will be starting again from scratch each time you start a new free trial.

Q. Do I need to register as a business in order to drop ship?

A. It's not a requirement, but it's always useful to have a business. A sole trader/sole proprietor is a quick and easy way to set up a business. Please note that we cannot give you advice about registering as a business.

Q. How do I find out which payment processors are available for my country?

A. Shopify has a list of available payment processors for every country. However, for some reason you can't see all the countries on the main Shopify page for this. So, to find yours, go to Google and type in 'shopify payment processors (country)'

Q. Do I need an SSL certificate for my Shopify store?

A. No, Shopify has SSL built in.

Q. How do I place an order with a supplier (after a customer has ordered from my store)?

A. Every supplier has their own process. You will be given instructions by the supplier. Usually they will give a log in area where you can place orders, keep track of orders etc.

Q. If I set up my store with some 'dummy' products to show to potential suppliers if they ask, what happens if somebody comes to my store and orders something?

A. Since you will not have done anything to promote your store at this stage, the chances of this happening are very slim. However, if it DID happen, you can simply refund the order by going to 'orders', clicking on the order and hitting the 'refund' button. No harm done!

Q. Is there a template for contacting potential supplier?

A. No template because it wouldn't be relevant. In most cases you will be completing an application on the supplier's website. If you want to contact a supplier who does not mention drop shipping on their website, simply send a short email or make a quick phone call to ask if they drop ship for online retailers.

Q. Is there a way to fully automate everything so that when a customer places an order on my store, the order is automatically fulfilled by the supplier?

A. Some suppliers integrate with Shopify, but most do not. However, even with integration, you would not have complete automation because ordering from a supplier involves a payment, which in almost every case, needs to be done manually.

Q. What about when I have 100's of orders a day. How will I be able to process all these orders with the supplier?

A. You won't. By time you have 100's of orders a day, you won't be processing ANY of them yourself. You will be paying others to do that work for you!

Q. Can I use the Oberlo app to connect with other suppliers, or does it only work with Aliexpress?

A. Oberlo is a tool for using with Aliexpress only.

Q. How can I place an order on Aliexpress using Oberlo?

A. Please see Oberlo's guide here:

<https://help.oberlo.com/orders/how-to-purchase-items-from-suppliers/how-to-order-aliexpress-products-using-oberlo>

Q. What is the problem with drop shipping to Europe or the UK from Aliexpress?

A. The problem is that goods coming into the EU are subject to VAT and customs charges. The charges are payable by the recipient. In other words your customer. There are no charges on goods valued below approx. €20, or £15. The value is what YOU pay for the goods plus shipping from Aliexpress. So, it is still possible to do this, but you need to stick to low cost goods.

Q. What is to stop people buying directly from Aliexpress?

A. Nothing, except in practice only a very small % (less than 3%) of consumers even consider purchasing from Aliexpress. Most consumers don't even know it exists.

Q. I only want to drop ship to a certain country/countries. How do I stop people from other countries visiting my store and placing an order?

A. You can't stop people from visiting your store. That's impossible. However you CAN make it so that users from countries you do not want to drop ship to, are very unlikely to place an order. You do this by creating shipping zones and setting a ridiculously high shipping rate for the zones you do not want to ship to. Only the users from these zones will see the high shipping rates.

See the lecture on setting shipping rates in Section 5 of the course

Q. How do I set the prices for products on my store?

A. You need to make a profit, but you also need to charge within a similar price range as other stores selling the same types of products. Check out other stores and set your own prices accordingly.

Q. What sort of profit margin should I be aiming for?

A. Minimum of 20% average across your store. This means that you may have some products that give you as much as 40% or more, and some products that only give you as little as 5%.

Q. How do I know what to charge for shipping?

A. You need to factor in the cost of the products to you and what the supplier charges you for shipping. Once you know the total cost, you can decide what you want to charge your customer. If you can offer some sort of free shipping, do so. As shown in the course, this could be free on all orders (always recommended if you are drop shipping from Aliexpress), or it could be free on orders over a certain spend.

Never charge more for shipping than customers would expect to pay. If are unsure what people would expect to pay, visit some online stores that sell similar products and find out what their shipping costs are.

Q. Is it possible to drop ship from multiple suppliers?

A. Yes, you can drop ship from as many suppliers as you like. There will be more admin work involved for you obviously, but it can certainly be done.

Q. Some payment processors hold our funds for 7-10 days before releasing them to our bank account. So how do we place the orders with the supplier if we don't yet have access to the funds?

A. You need to be able to cover this. In practice, new stores start off slowly and sales gradually build up over time. In most cases, having a rolling bank of around \$100 will be enough to cover things. Alternatively you could use PayPal, although even PayPal will sometimes hold a reserve of a certain % of your funds. It really depends on the history of your PayPal account.

Q. I'm having a problem with verifying my free Zoho business email. How can I fix this?

A. It's not an uncommon problem. Please click [HERE](#) for solutions

Q. Can you critique my store?

A. We do store critiques twice a year. Due to time constraints we cannot do them more frequently than this. However, many of the issues or things that should be improved, are very common among the new stores we look at. Therefore if you watch the existing critiques, you might find them very helpful in order to make improvements on your *own* store.

Q. How do I put my store forward for a critique?

A. We send out a course announcement to let you know when we are going to be doing some more critiques and letting you know how to put your store forward. It's first come, first served, since this is the only fair way to do it. Only complete stores (ready to launch or already launched) should be put forward for a critique.

Q. Do you recommend setting up a 'general' store instead of focusing on any specific niche?

A. No because you will not be able to define your audience. It would be very difficult to succeed with a general store. Having related or complimentary niches on your store is okay!

Q. I can't download the PDF's or I can't play the videos, or the videos are going in and out of focus. What can I do?

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